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(54) **CONTAINER FOR STORING AND DISPLAYING A COSMETIC PRODUCT**

(71) Applicant: **Je Matadi, Inc.**, Stafford, TX (US)

(72) Inventors: **Pershant MEHTA**, Stafford, TX (US); **Leo Chieh-Hao CHEN**, Stafford, TX (US)

(73) Assignee: **Je Matadi, Inc.**, Stafford, TX (US)

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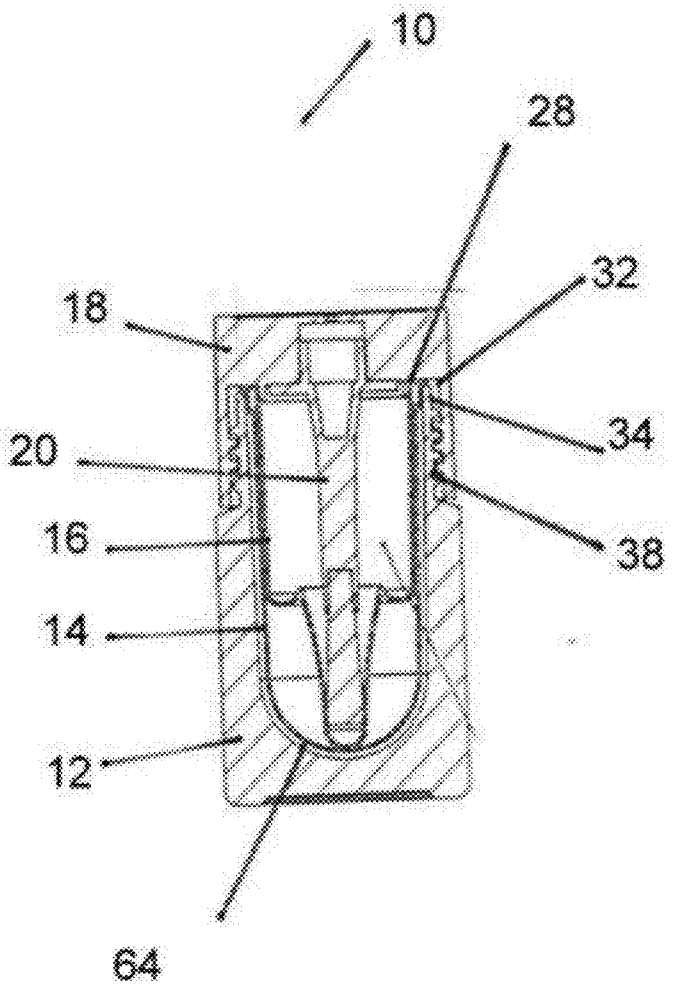
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(57) **ABSTRACT**

A container system includes a bottle body having an inner cavity and a threaded rim, an inner housing compatible with the inner cavity, a layer of a sample of contents placed between the inner cavity of the bottle body and the inner housing, a receptacle removeably placed within the inner housing and storing contents, and a lid to form a seal with the bottle body, when attached to the threaded rim. There can also be a brush attached to the lid to dispense the contents. The contents are protected from degradation due to environmental exposure, while the layer still displays features of the contents. The receptacle has a first portion and a second portion. The portions have different shapes, but are made integral into a single cavity. The single cavity resists settling of the contents and facilitates stirring of the contents for actual use.



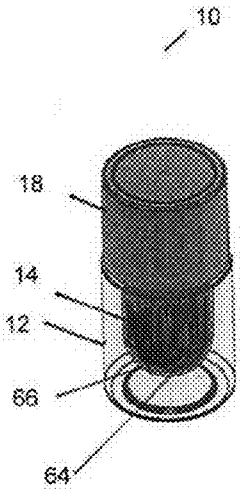


FIGURE 1

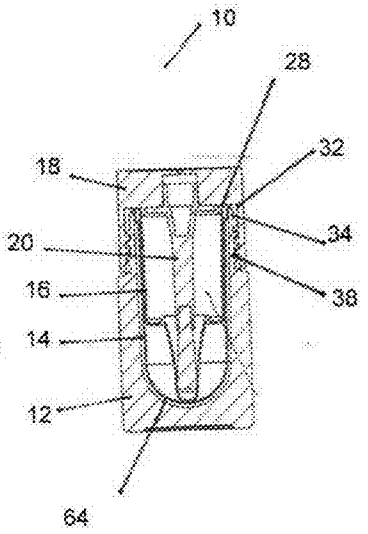


FIGURE 2

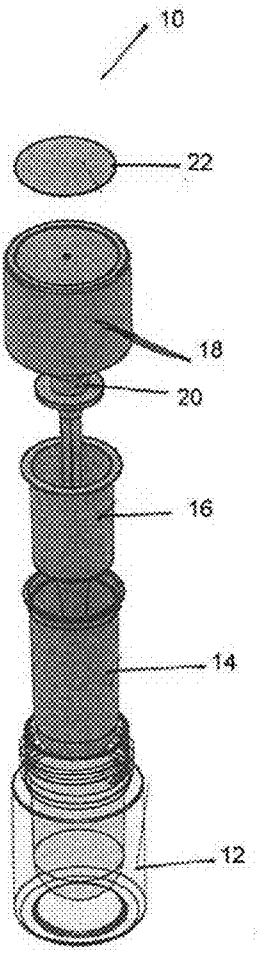


FIGURE 3

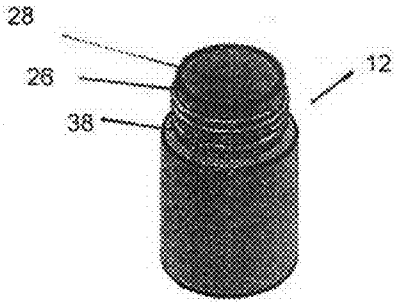


FIGURE 4

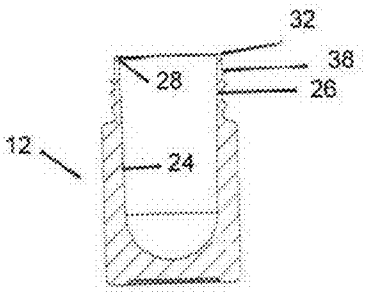


FIGURE 5

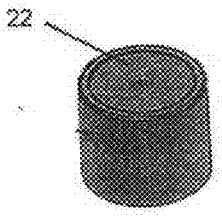


FIGURE 6

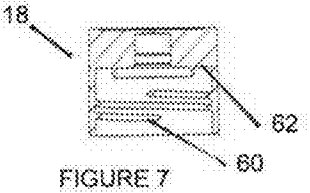


FIGURE 7

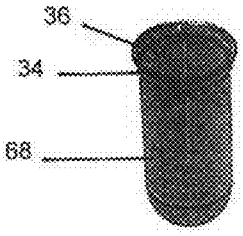


FIGURE 8

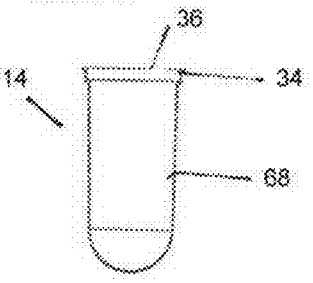


FIGURE 9

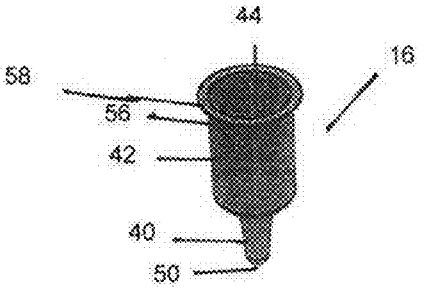


FIGURE 10

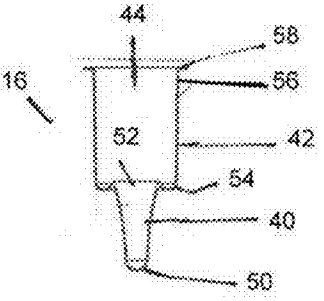


FIGURE 11

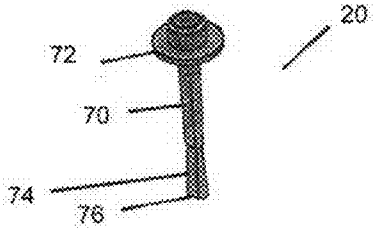


FIGURE 12

CONTAINER FOR STORING AND DISPLAYING A COSMETIC PRODUCT

RELATED U.S. APPLICATIONS

[0001] Not applicable.

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

[0002] Not applicable.

REFERENCE TO MICROFICHE APPENDIX

[0003] Not applicable.

BACKGROUND OF THE INVENTION

[0004] 1. Field of the Invention

[0005] The present invention relates to display containers for cosmetic products. More particularly, the present invention relates to a bottle to display and store contents, which are sensitive to environmental exposure. Even more particularly, the present invention relates to a bottle to accurately display and safely store artificial gel nail compositions, which are sensitive to ultraviolet radiation.

[0006] 2. Description of Related Art Including Information Disclosed Under 37 CFR 1.97 and 37 CFR 1.98.

[0007] Display containers are important for cosmetic products because visual appearance is usually a determining factor for a consumer, when deciding whether to purchase a particular cosmetic product. Packaging and containers show representations of the color, shine, and other visual effects for all types of cosmetic products, such as hair dye, eye shadow, lipstick, nail polish, and others. When color or another visual effect is a selection criteria for a product, the packaging and containers showing the color or visual effect should be as accurate as possible. For clear containers, such as bottles, the cosmetic product is directly visible through the container. The consumer can visually inspect the product itself.

[0008] The difficulty with some cosmetic products is that the chemical composition of the cosmetic product is sensitive to environmental exposure. A clear bottle allows a photosensitive cosmetic product to be oxidized or polymerized or bleached from ambient light. In another example, artificial gel nail compositions can be sensitive to ultraviolet light. Application of the gel nail composition requires curing by a certain range of ultraviolet light in the finishing process. Early exposure to broad ultraviolet radiation from the environment, while stored in a bottle, degrades the product before use by the consumer. The broad ultraviolet radiation from ambient light may include radiation within the range used to finally cure the composition.

[0009] Besides displaying the cosmetic product, a display container is also required to safely store the product in a useable condition. Compositions can settle or separate into layers of compounds. Fumes can be generated from the chemicals in the cosmetic products. The container may require shaking or stirring to prepare the product for use on the consumer. The proper seals and container shape can contribute to safely storing the product, properly maintaining the product in a useable condition, and extending the shelf life of the product.

[0010] Various patents have issued in the field of containers for cosmetics. United States Patent Publication No. 20110120907, published for Haile on May 26, 2011, describes transparent containers with a coating to reduce transmission of light through the container. The coating and the placement of the coating create a visual effect for the consumer, while protecting the contents from exposure. Design patents covering the ornamental features of these transparent containers were also issued as U.S. Pat. No. D656824 on Apr. 3, 2012, U.S. Pat. No. D651521 on Jan. 3, 2012, and U.S. Pat. No. D651515 on Jan. 3, 2012.

[0011] U.S. Pat. No. 8,083,427, issued to Maddy on Dec. 27, 2011, discloses a container with a colored insert. The color of the colored insert corresponds to the color of the actual cosmetic product. The type of cosmetic product is lipstick in this patent.

[0012] U.S. Pat. No. 8,083,092, issued to Hartstock on Dec. 27, 2011, describes another container for liquid cosmetics, such as mascara and lip gloss. The invention discloses a transparent container to allow the contents to be viewed directly.

[0013] It is an object of an embodiment of the present invention to provide a container to store and display a cosmetic product.

[0014] It is another object of an embodiment of the present invention to provide a container to store and display a cosmetic product, which is sensitive to environmental exposure.

[0015] It is still another object of an embodiment of the present invention to provide a container to store and display a cosmetic product, which is sensitive to ultraviolet radiation.

[0016] It is still another object of an embodiment of the present invention to provide a container to store and display an artificial gel nail composition, which is sensitive to ultraviolet light.

[0017] It is an object of an embodiment of the present invention to provide a container to display the contents of the container through the container directly.

[0018] It is an object of an embodiment of the present invention to provide a container to display a sample of contents of the container.

[0019] It is another object of an embodiment of the present invention to provide a container to display a sample of contents of the container, while protecting the actual contents from exposure.

[0020] It is an object of an embodiment of the present invention to provide a container to safely store a cosmetic product until use by the consumer.

[0021] It is another object of an embodiment of the present invention to provide a container, which resists settling the contents within the container.

[0022] It is another object of an embodiment of the present invention to provide a container for storing contents, which facilitates stirring of the contents.

[0023] These and other objects and advantages of the present invention will become apparent from a reading of the attached specification and appended claims.

SUMMARY OF THE INVENTION

[0024] Embodiments of the present invention include a container system for displaying contents of the container, while simultaneously protecting the contents from environmental exposure. In particular, the container system can be used to store and display artificial gel nail compositions, which are sensitive to ultraviolet radiation. The container system can include a bottle body having an inner cavity and a threaded rim. The bottle body is generally cylindrical and made of a transparent material such as glass. The inner cavity has a generally tubular shape with a closed end, such as a

bullet shape or a short test tube. There is an inner housing or plunger cup removeably placed within the inner cavity. The inner housing has a shape compatible with the inner cavity, according to whatever shape of the inner cavity. The dimensions of the inner housing are smaller than dimensions of the inner cavity, so that the inner housing can fit inside the bottle body. In one embodiment, a layer of a sample of contents is placed between the inner housing and the inner cavity of the bottle body. Before placing the inner housing in the inner cavity, an amount of sample is loaded into the inner cavity. The pressure of the inner housing being fit into the inner cavity spreads the sample into a layer of the contents. The contents are visible through the bottle body to display aspects of the content to the end user.

[0025] There is also a receptacle or fill cup removeably placed within the inner housing. The receptacle fits inside the inner housing and forms a single cavity for storing contents. The receptacle is filled with the actual contents for the end user. In some embodiments, the receptacle includes a first portion and a second portion. The second can be larger in volume than the first portion and can have a different shape than the first portion. The difference in shapes and the connection of the portions creates the single cavity, which stores the contents and prevents settling of the contents. Viscous fluid, such as gel nail compositions, cannot be shaken for mixing. These fluids can only be stirred, and they should not settle. The shapes of the portions resist settling and facilitate stirring. In some embodiments, the first portion has a conical shape with a closed tip, and the second portion is generally cylindrical with a rounded trough ring on a first end.

[0026] The present invention can further include a lid means or cover and a brush. The lid means has internal threads for removeable attachment to a threaded rim of the bottle body. The lid means forms a seal with the bottle body, so that the contents in the receptacle are secured, when the lid means is attached to the threaded rim. The brush includes a stem with an anchor end attached to an underside of the lid means, and a plurality of bristles at a tip end of the stem. The stem extends down into the receptacle from the lid means, through the second portion, and into the first portion, when the bottle body and the lid means are in a closed configuration. The bristles can be used to dispense the contents from the container system for user application.

[0027] The method of storing and displaying contents with embodiments of the container system is also included as part of the present invention. The method includes placing the sample of contents in the inner cavity of the bottle body; inserting the inner housing into the inner cavity of the bottle body; forming the layer of the sample between the inner cavity of the bottle body and the inner housing; inserting the receptacle into the inner housing; filling the receptacle with the contents; and sealing the bottle body with the lid. The layer has a color corresponding to contents stored within the receptacle. The layer is a coating over the inner housing and within the inner cavity of the bottle body. The layer is visible through the bottle body so that the color of the layer is displayed. The color of the bottle body matches the color of the contents in the receptacle. The method can also include embodiments with a step of attaching a brush to the lid, so that the stem of the brush extends from the underside of the lid, through contents within the second portion of the receptacle and aligns with the first portion of the receptacle.

BRIEF DESCRIPTION OF THE DRAWINGS

[0028] FIG. **1** is a perspective view of an embodiment of the container system of the present invention, showing a layer of a sample of contents through the bottle.

[0029] FIG. **2** is an exploded perspective view of another embodiment of the container system without the contents.

[0030] FIG. **3** is a cross-sectional view of the embodiment shown in FIG. **1**.

[0031] FIG. **4** is a perspective view of the bottle body of an embodiment of the present invention.

[0032] FIG. **5** is a cross-sectional view of the bottle body of FIG. **4**.

[0033] FIG. **6** is a perspective view of the lid means of an embodiment of the present invention.

[0034] FIG. **7** is a cross-sectional view of the lid means of FIG. **6**.

[0035] FIG. **8** is a perspective view of the inner housing of an embodiment of the present invention.

[0036] FIG. **9** is a cross-sectional view of the inner housing of FIG. **8**.

[0037] FIG. **10** is a perspective view of the receptacle of an embodiment of the present invention.

[0038] FIG. **11** is a cross-sectional view of the receptacle of FIG. **10**.

[0039] FIG. **12** is a perspective view of the brush of an embodiment of the present invention.

DETAILED DESCRIPTION OF THE DRAWINGS

[0040] Referring to FIGS. **1-3**, embodiments of the present invention include a container system **10**. The container system **10** stores and displays contents, such as a cosmetic product. More particularly, the cosmetic product is an artificial gel nail composition. The contents are sensitive to environmental exposure. For example, the artificial gel nail composition reacts to a range of ultraviolet radiation. A particular range of ultraviolet light is used to cure the composition during application on the nails of a consumer, and ambient light contains at least some of that range of ultraviolet radiation. Early exposure to that radiation, while in storage, degrades the composition so that actual use on the nail of user is affected. The container system **10** protects the contents from that exposure, while also displaying the contents through the container system **10** and maintaining the potency of the contents. FIGS. **1** and **3** show one embodiment of the container system **10** in a closed configuration with a layer **64** comprised of a sample **66** of contents visible through the bottle body **12**. The contents sealed inside are the same as the contents of the sample **66**. FIG. **2** shows an embodiment without the layer **64** for the parts of the embodiment of a container system **10** without any contents.

[0041] FIG. **2** shows the container system **10** having a bottle body **12**, an inner housing **14**, and a lid means **18** as viewed in the closed configuration. FIG. **2** shows the container system **10** having a bottle body **12**, an inner housing **14**, receptacle **16**, a brush means **20**, and a lid means **18**. There is also a sticker **22** as a label for the container system **10**. Similarly, FIG. **3** shows a cross-sectional view of the container system **10**, according to the closed configuration of FIG. **1**. FIGS. and **1** and **3** disclose a container system **10** with the layer **64** to display to the consumer. FIGS. **1-3** show the interrelationship between the individual components of the container system **10**. The closed configuration shows a sealed unit, wherein

contents are stored within the receptacle **16** and sealed by the lid means **18** and the bottle body **12**.

[0042] FIGS. **4** and **5** are more detailed views of the bottle body **12**. As shown, the bottle body **12** has a generally cylindrical shape, although a less than cylindrical shape is possible for ornamental purposes. The bottle body **12** can be made of glass in at least one embodiment of the invention. Other transparent materials, such as plastic, may also be possible, as long as the consumer can see through the material of the bottle body **12**. Any vial shape or tubular shape for cosmetic products is within the scope of the bottle body **12** shape. FIG. **5** shows the bottle body **12** with an inner cavity **24** and a threaded rim **26**. The inner cavity **24** has a generally tubular shape with a closed end, similar to a bullet shape or end of a test tube shape. There is a cavity rim **28** at an opening **30** of the inner cavity **24**, which corresponds to the tip **32** of the threaded rim **26**.

[0043] FIGS. **8** and **9** show more detailed views of the inner housing **14** or plunger cup of the container system **10**. The inner housing **14** has a shape compatible with the inner cavity **24** for display purposes. The inner housing **14** must also fit inside the inner cavity **24**. Furthermore, the shape of the inner housing **14** should be compatible with placement within and removal from the inner cavity **24** because the inner housing **14** is removeably placed in the inner cavity **24**. In at least one embodiment shown, the shape of the inner cavity **24** is generally tubular with a closed end, and the compatible shape of the inner housing **14** is also generally tubular with a closed end. FIGS. **1-3** show versions with the bullet shape for both the inner cavity **24** and the inner housing **14**. The dimensions of the inner housing **16** are smaller than dimensions of the inner cavity **24** so that the shapes are compatible.

[0044] In embodiments of the present invention, the inner housing **14** can be comprised of a material generally impermeable to ultraviolet radiation. The inner housing **14** can protect contents within the bottle body **12** by being a protective barrier from light and other exposure. The inner housing **14** may or may not be transparent. The inner housing **14** may or may not be colored. The inner housing **14** may be adjusted to more accurate portray a visual appearance corresponding to the contents in the container system **10**. Other embodiments include the inner housing **14** with a lipped rim **34** at an opening **36** of the inner housing **14**. FIG. **3** shows the lipped rim **34** extending over the cavity rim **28** of the inner cavity **24**. The lipped rim **34** is friction fit onto the cavity rim **28** and tip **32** of the threaded rim **26**. FIG. **3** shows the lipped rim **34** wrapped over the bottle body **12**. The lipped rim **34** remains clear of the threads **38** on the threaded rim **26**.

[0045] FIGS. **10** and **11** show more detailed views of the receptacle **16** or fill cup for at least one embodiment of the container system **10** of the present invention. The receptacle **16** is also removeably placed in the inner housing **14**, so the receptacle **16** has a shape compatible with placement within and removal from the inner housing **14**. FIGS. **2**, **3**, **10** and **11** show that the shape of the receptacle **16** is not directly analogous to the shape of the inner housing **14**. The shape of the receptacle **16** is a consequence of storing contents efficiently to avoid settling, without a consideration for displaying contents. The shapes of the inner cavity **24** and inner housing **14** are based on displaying contents. The shape of the receptacle **16** must be compatible for removable placement, but not compatible for display purposes.

[0046] As seen in FIGS. **1-3**, **10** and **11**, the receptacle **16** is comprised of a first portion **40** and a second portion **42**. The second portion **42** is larger in volume than the first portion **40**, and the shapes are different. Even with different shapes, the first portion **40** and the second portion **42** are made integral to form a single cavity **44** for storing contents. In at least one embodiment, the first portion **40** is generally conical with a closed tip **50** and an opened end **52**. The second portion **42** is generally cylindrical with a first end **54** made integral with the opened end **52** of the first portion and a second end **56** with a flanged rim **58**.

[0047] The dual chamber of the single cavity **44** prevents settling of the contents during storage. Vertical walls hold a maximum amount of contents, but contents will slide down and settle, separating the contents into heavier and lighter components. In at least one embodiment of FIG. **11**, the second portion **42** has vertical walls **46** and a troughed ring **48**. The generally cylindrical shape of the vertical walls **46** holds a maximum amount of material, and the curvature of the troughed ring **48** resists settling of the contents. The contents can slide down the vertical walls **46** and fold back into itself corresponding to curvature of the troughed ring **48** and integral connection to the opened end **52** of the first portion **40**. In some embodiments, the contents are viscous, such as artificial gel nail compositions. These viscous contents cannot be shaken, but rather the contents must be stirred. The first portion **40** has a cone shape with the closed tip **50**, which can facilitate any stirring action through the contents. Additionally, the cone shape is not vertical, which changes the rate of settling of the contents as the contents slide down at a less than vertical angle.

[0048] FIGS. **3** and **11** also show the interaction of the flanged rim **58** and the seal on the bottle body **12**. The flanged rim **58** fits over the lipped rim **36** of the inner housing **14**. The flanged rim **58** remains clear of the threads **38** of the threaded rim **26**.

[0049] FIGS. **6** and **7** show more detailed views of an embodiment of the lid means **18** of the container system **10** of the present invention. The lid means **18** is clearly shown in FIGS. **1-3** as a cap to seal the bottle body **12**. The lid means **18** has internal threads **60** on an attachment side **62**. The internal thread **60** can be in screwing engagement with the threads **38** of the threaded rim **26** of the bottle body **12**. The lid means **18** remains compatible with attachment to and separation from the threaded rim **26** of the bottle body **12**. A seal is formed with the bottle body **12**, when attached to the threaded rim **26**. The attachment side **62** abuts the flanged rim **58**, which seals against the lipped rim **36**, which covers the cavity rim **28** of the bottle body **12**. Contents remain sealed in the single cavity **44** of the receptacle **16**. FIG. **2** shows an embodiment with a sticker label **22** attached to the lid means **18**. The sticker label **22** attaches to a display side, opposite to the attachment side **62** facing the bottle body **12**.

[0050] For displaying contents, at least one embodiment of the container system **10** of the present invention includes a layer **64** of a sample **66** of contents. The layer **64** is placed between the inner cavity **24** of the bottle body **12** and the inner housing **14**. FIGS. **1** and **3** illustrate the layer **64** coating an outer surface **68** of the inner housing **14**. The layer **64** can have a visual appearance corresponding to contents stored with the receptacle **16**. Compatibility of shapes of the inner cavity **24** and the inner housing **14** allows for the layer **64** to fit between the inner cavity **24** and the inner housing **14** in an evenly distributed and smooth manner. The layer **64** remains visible through the bottle body **12**, instead of the outer surface **68** of the inner housing **14**. The color presented by the con-

tainer system **10** is the color of the layer **64**, which is the color of the contents, instead of the color of the inner housing. The container system **10** accurately displays the color of the contents for easy reference by the consumer. Additionally, the bottle body **12** is clear so that the layer **64** can be exposed to ultraviolet radiation. The cured or partially cured and hardened sample **66** is a more accurate visual presentation of the color of the contents to the consumer. The layer **64** can be applied during assembly of the container system **10**.

[0051] Some embodiments of the container system **10** further include a brush means **20** within the bottle body **12**. FIGS. **1-3** and **12** show this brush means **20** having a stem **70** with an anchor end **72** attached to an underside of the lid means **18**, and a plurality of bristles **74** at a tip end **76** of the stem **70**. The stem **70** can extend within the receptacle **16**, through the second portion **42**, and into the first portion **40**. The closed tip **50** and conical shape of the first portion **40** are in alignment with the brush **20** in the closed configuration of FIGS. **1** and **3**. The bristles **74** are housed within the closed tip **50** of the first portion **40**. The brush means **20** can be the stirring means for the contents within the receptacle **16**, as well as the applicator for the contents.

[0052] The present invention includes an embodiment of the method of storing and displaying contents, according to the container system **10**. The method includes placing the sample **66** of contents in the inner cavity **24** of the bottle body **12**, inserting the inner housing **14** into the inner cavity **24**, forming the layer **64** of the sample **66** between the inner cavity **24** and the inner housing **14**, inserting the receptacle **16** into the inner housing **14**, filling the receptacle **16** with the contents, and sealing the bottle body **12** with the lid means **18**. The sample **66** is a pre-determined amount of contents, based on the volume sufficient to fill space between the inner cavity **24** and the inner housing **14**. The inner housing **14** is inserted into the inner cavity **24** until the lipped rim **36** engages the cavity rim **28** of the inner cavity **24**, and the receptacle **16** is inserted into the inner housing **14** until the flanged rim **58** abuts the lipped rim **36**.

[0053] Pressure of the inner housing **14** spreads the sample **66** over the inner housing **14** and within the inner cavity **24**. The layer **64** coats the outer surface **68** of the inner housing **14**, and the inner cavity **24** of the bottle body **12**, as in FIGS. **1** and **3**. The layer **64** remains visible through the bottle body **12**, so that the layer **64** creates the visual presentation of the contents, instead of the contents themselves, including having a color corresponding to contents stored within the receptacle **16**. With exposure through the bottle body **12**, the layer **64** may also be hardened, when the contents are sensitive to ultraviolet radiation. The visible appearance now corresponds to the finished and hardened appearance of the contents.

[0054] For the step of sealing, the internal threads **60** of the lid means **18** are screwed onto the threaded rim **26** of the bottle body **12**. The contents are sealed within the single cavity **44** of the receptacle **16** and an underside **62** of the lid means **18**.

[0055] From FIGS. **1-3**, the method can further comprise attaching a brush **20** to the lid means **18**. The stem **70** extends through contents within the second portion **42** of the receptacle **16** and aligns with the first portion **40** of the receptacle **16**. The bristles **76** are housed within the first portion **40** at the closed tip **50**, when the bottle body **12** and the lid means **18** are in a closed configuration.

[0056] For embodiments of the present invention, the container system stores and displays a cosmetic product. The visual appearance created by the contents in the container system presents an accurate and realistic display of the contents, including color. When the cosmetic products are sensitive to environmental exposure, such as ultraviolet radiation, the present invention includes a receptacle placed within an inner housing for protecting contents stored within the receptacle. The inner housing reduces exposure, such as ultraviolet radiation. For artificial gel nails, the viscous composition is no longer cured or partially cured before application on a nail of the user.

[0057] The embodiments of the present invention also display the contents. The contents of the container system are shown through the container directly. There is no color insert or printing ink paint with accuracy issues because an actual sample of the contents is used to color the container system. A different bottle for a particular color is no longer required because a clear bottle can be filled with the contents and displayed in a separate layer. The sensitive contents can even be more accurately shown as the layer of the sample is at least partially cured and hardened by ambient light. Furthermore, the inner housing simultaneously shields the receptacle and contents from ultraviolet radiation and displays a color of the actual contents. No advanced color printing, labels, or individually painted bottles are needed with the present invention.

[0058] Embodiments also provide a container to safely store a cosmetic product until use by the consumer. The single cavity has a shape for increasing storage space and resisting settlement of the contents within the container. The troughed ring of the second portion and the conical shape of the first portion contribute to the resistance to settling of contents within the container. The conical shape also assists the stirring of the contents, keeping the contents viable for use by the consumer.

[0059] The foregoing disclosure and description of the invention is illustrative and explanatory thereof. Various changes in the details of the described method can be made without departing from the true spirit of the invention.

I claim:

1. A container system, comprising:

a bottle body being generally cylindrical and having an inner cavity and a threaded rim, said inner cavity having a generally tubular shape with a closed end and a cavity rim at an opening of said inner cavity, said cavity rim corresponding to said threaded rim of said bottle body;

an inner housing having a shape complementary to a shape of said inner cavity, said inner housing being compatible with placement within and removal from said inner cavity, said dimensions of said inner housing being smaller than dimensions of said inner cavity;

a receptacle being compatible with placement within and removal from said inner housing, said receptacle being comprised of a first portion and a second portion, said second portion being larger in volume than said first portion and having a different shape than said first portion, said first portion and said second portion being made integral to form a single cavity for storing contents; and

a lid means having internal threads on an attachment side, said lid means being compatible with attachment to and separation from said threaded rim of said bottle body, said lid means forming a seal with said bottle body, when attached to said threaded rim.

2. The container system, according to claim 1, wherein said inner housing is comprised of a lipped rim at an opening of said inner housing, said lipped rim extending over said cavity rim of said inner cavity.

3. The container system, according to claim 1, wherein said first portion is generally conical with a closed tip and an opened end, and wherein said second portion is generally cylindrical with a first end made integral with said opened end of said first portion and a second end with a flanged rim.

4. The container system, according to claim 3, wherein said second portion is comprised of vertical walls and a troughed ring, said troughed ring being formed at said first end with said opened end of said first portion.

5. The container system, according to claim 3, wherein said flanged rim fits over said lipped rim of said inner housing.

6. The container system, according to claim 1, further comprising:

a layer of a sample of contents, said layer placed between said inner cavity of said bottle body and said inner housing, said layer coating an outer surface of said inner housing, said layer having a visual appearance corresponding to contents stored with said receptacle.

7. The container system, according to claim 1, further comprising:

a brush means comprised of a stem with an anchor end attached to an underside of said lid means, and a plurality of bristles at a tip end of said stem.

8. The container system, according to claim 7, wherein said stem extends within said receptacle, through said second portion, and into said first portion, when said bottle body and said lid means are in a closed configuration.

9. A method of storing and displaying contents in the container system of claim 1, said method comprising the steps of:

placing said sample of contents in said inner cavity of said bottle body, said sample being a pre-determined amount of contents;

inserting said inner housing into said inner cavity of said bottle body;

forming said layer of said sample between said inner cavity of said bottle body and said inner housing, wherein pressure of said inner housing spreads said sample over said inner housing and within said inner cavity;

inserting said receptacle into said inner housing, said flanged rim engaging said lipped rim;

filling said receptacle with said contents; and

sealing said bottle body with said lid means, said internal threads of said lid means being in screwing attachment with said threaded rim of said bottle body, wherein contents are sealed within said single cavity of said receptacle and an underside of said lid means, and wherein said layer displays color corresponding to said contents.

10. The method of storing and displaying contents, according to claim 9, said step of forming said layer being comprised of coating an outer surface of said inner housing and an inner surface of said inner cavity of said bottle body.

11. The method of storing and displaying contents, according to claim 9, wherein said layer is visible through said bottle body.

12. The method of storing and displaying contents, according to claim 9, wherein said layer has a color corresponding to contents stored within said receptacle.

13. The method of storing and displaying contents, according to claim 9, further comprising the step of:

attaching a brush to said lid means, wherein said stem extends through contents within said second portion of said receptacle and aligns with said first portion of said receptacle,

wherein said bristles are housed within said first portion, when said bottle body and said lid means are in a closed configuration.

14. A container system, comprising:

a bottle body being generally cylindrical and having an inner cavity and a threaded rim, said inner cavity having a generally tubular shape with a closed end and a cavity rim at an opening of said inner cavity, said cavity rim corresponding to said threaded rim of said bottle body;

an inner housing having a shape compatible with said inner cavity, said inner housing being compatible with placement within and removal from said inner cavity, said dimensions of said inner housing being smaller than dimensions of said inner cavity;

a layer of a sample of contents, said layer placed between said inner cavity of said bottle body and said inner housing, said layer coating an outer surface of said inner housing, said layer having a visual appearance corresponding to contents stored with said receptacle;

a receptacle being compatible with placement within and removal from said inner housing, said receptacle being comprised of a first portion and a second portion, said second portion being larger in volume than said first portion and having a different shape than said first portion, said first portion and said second portion being made integral to form a single cavity for storing contents; and

a lid means having internal threads on an attachment side, said lid means being compatible with attachment to and separation from said threaded rim of said bottle body, said lid means forming a seal with said bottle body, when attached to said threaded rim.

15. The container system, according to claim 14, further comprising:

a brush means comprised of a stem with an anchor end attached to an underside of said lid means, and a plurality of bristles at a tip end of said stem.

16. The container system, according to claim 15, wherein said stem extends within said receptacle, through said second portion, and into said first portion, when said bottle body and said lid means are in a closed configuration.

17. The container system, according to claim 14, wherein said inner housing is comprised of a lipped rim at an opening of said inner housing, said lipped rim extending over said cavity rim of said inner cavity.

18. The container system, according to claim 14, wherein said first portion is generally conical with a closed tip and an opened end, and wherein said second portion is generally cylindrical with a first end made integral with said opened end of said first portion and a second end with a flanged rim.

19. The container system, according to claim 18, wherein said second portion is comprised of vertical walls and a troughed ring, said troughed ring being formed at said first end with said opened end of said first portion.

20. The container system, according to claim 18, wherein said flanged rim fits over said lipped rim of said inner housing.

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